

TFN Impact Report

Name of your Organisation:	South London Cares
Name of the project TFN funded:	Winter Wellbeing
Date Funded by TFN:	28 th September 2016
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>On 28th September, with the support of our BeyondMe Deloitte team, South London Cares pitched to TFN for funding for our Winter Wellbeing programme. This is an annual, community led outreach project which helps to ensure that our older neighbours across Southwark and Lambeth are keeping warm, well, active and connected during the challenging winter months.</p> <p>We do this because we know that while London is an amazing city, full of opportunity, it can also feel isolating - and the colder, darker months can leave people feeling left alone or left behind.</p> <p>We also know that - with increasing pressures on health and social services, especially during the winter - the role of community is more important than ever in helping ensure our neighbours stay in touch with the people, places and provisions around them.</p> <p>Which is why we were so chuffed to have TFN's support of this unique project. A community network of donors, supporters and philanthropists, it was encouraging that dozens of people came together to support this initiative.</p> <p>Our 2015/16 Winter Wellbeing project was our biggest to date. Through various interactions and interventions - on people's doorsteps, in chemists, GP surgeries and supermarkets and across a broad and varied programme of social events - young professionals shared time, laughter and new experiences with their older neighbours, helping everyone to feel valued, vibrant and visible.</p> <p>And through our core team we were also able to make scores of referrals to local services provided by our partner councils and health agencies, so that older people in Southwark and Lambeth didn't fall through the gaps.</p> <p>Over the course of winter, South London Cares:</p> <ul style="list-style-type: none"> - Distributed 2,500 leaflets containing cold weather advice; - Held 1,280 conversations with older neighbours to help connect them to services and people around them; - Helped 354 older neighbours receive specific follow-up help; - Asked 176 local businesses to display posters about how to stay warm and well; - Delivered 88 blankets or items of warm clothing; - Distributed 20 small grants to older neighbours who made the daily

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	choice between heating and eating.
What portion of the project did TFN fund?	20%
How many direct beneficiaries did the TFN funded project reach?	At least 1,280
How many indirect beneficiaries did the TFN funded project reach?	At least 2,700
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	Thanks to the funding received from the TFN / BeyondMe event, we were able to leverage further support through the Big Give Christmas Challenge - a matched funding campaign during the last week of November. The £4,839 we received helped to match fund the money raised during the week. The timing of the pitch event was also perfect, as we had the confidence to start the project after backing secured at this autumn event.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
How important was TFN funding in helping you achieve your objectives?	We wouldn't have been able to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	<p>Since September 2016, South London Cares has undergone significant changes. A year ago, we hired a sole fundraiser to support our Head of Development in raising funds for South London Cares. That role has been imperative to help us further diversify our income streams, and allowing us to be more ambitious with the funds we apply for - for example, we have hosted our first fundraising gala, secured a grant from The Goldsmiths Company and held a sellout comedy gig at the Leicester Square Theatre.</p> <p>With regards to the Winter Wellbeing, in order to deepen the project yet again, this year we have hired a fixed-term Outreach Officer who will work alongside our Volunteer and Outreach Coordinator over the course of six-months. This increased capacity will allow us to reach more older neighbours across our patch, and make new interventions. For instance, this year, we are visiting flu clinics during the autumn to talk about how South London Cares can support older neighbours during the winter months - thus working towards prevention, rather</p>

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	<p>than reaction.</p> <p>The Cares Family has also expanded. Thanks to funding from Nesta and The Big Lottery, we are taking our model to the northwest of the U.K, with Manchester Cares opening autumn 2017 and Liverpool Cares summer 2018.</p> <p>But none of this development would be possible without the support, passion and belief of funders like TFN. We have benefitted from pitching at these events enormously - both in terms of donations, skills-in kind and mentor support - and this sort of hands on, grassroots backing drives our work forward each and every day.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>The staff team at TFN are constantly encouraging. I think the model of giving growing charities a platform to pitch their work to a supportive audience helps charities grow in confidence and expands networks for both the charities and the donors. TFN is one our proudest partnerships. Keep up the good work!</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>Towards the end of 2016, through our Winter Wellbeing project, we met Patricia. Patricia is 84, and had been receiving our social clubs programme for a few months, but although she told us she had always enjoyed reading it and marking out the events she hoped to join, in the end she always felt too anxious to make it out.</p> <p>Patricia also explained that she had become so accustomed to relying on the TV for company that she wasn't sure how she'd fare speaking to real people. She had little confidence in them finding her interesting, let alone wanting to be friends with her. This is something that lots of older neighbours can feel, and half the battle in getting them along to their first social club is usually convincing them that they are actually really interesting people, with as many fascinating stories and as much personality as anyone.</p> <p>Patricia's first social club was our Trainline business visit in December. The firm had invited 15 older neighbours to their offices for a Christmas party with all the essentials: mulled wine, roasted chestnuts, a photo booth & even a mince pie eating competition. At the event Patricia was smiling from ear to ear and told me:</p> <p>"I've not been out of the house properly in a long time and I often feel anxious when I do - I'm used to TV for company. I've had so much fun today, and I'm giddy, not just because of the mulled wine, but because I know my life has just changed!"</p> <p>Patricia is a wonderful example of how important our partnerships with local businesses and community funders like TFN are, and the impact that their warm welcome and generosity has on older neighbours' feelings of community belonging and identity. She was so touched that "busy, young, working people are interested in sharing their work with me and making me feel part of it - I've no excuse to hide at home any longer".</p>